

What is claimed is:

1. A cleaning formulation comprising a cleaning agent, a particulate clay material and an aqueous carrier, the formulation having a pH less than about 4.0 and characterized by at least a 90% reduction in viscosity at 25°C at a shear rate of up to about 0.10 s<sup>-1</sup>.
2. The cleaning formulation defined in claim 1, wherein the cleaning agent comprises a urea-phosphate salt.
3. The cleaning formulation defined in claim 1, wherein the particulate clay material comprises a bentonite clay.
4. The cleaning formulation defined in claim 1, wherein the particulate clay material comprises an alkali metal bentonite clay.
5. The cleaning formulation defined in claim 1, wherein the particulate clay material comprises a sodium bentonite clay.
6. The cleaning formulation defined in claim 1, wherein aqueous carrier comprises water.
7. The cleaning formulation defined in claim 1, wherein the pH is in the range of from about 0.5 to about 4.0.
8. The cleaning formulation defined in claim 1, wherein the pH is in the range of from about 0.5 to about 3.0.
9. The cleaning formulation defined in claim 1, wherein the pH is in the range of from about 0.5 to about 1.5.

10. The cleaning formulation defined in claim 1, wherein the particulate clay material is present in an amount in the range of up to about 10 percent by weight.
11. The cleaning formulation defined in claim 1, wherein the particulate clay material is present in an amount in the range of from about 0.5 to about 10 percent by weight.
12. The cleaning formulation defined in claim 1, wherein the particulate clay material is present in an amount in the range of from about 0.5 to about 5.0 percent by weight.
13. The cleaning formulation defined in claim 1, wherein the particulate clay material is present in an amount in the range of from about 0.3 to about 3.0 percent by weight.
14. The cleaning formulation defined in claim 1, wherein at least a 90% reduction in viscosity at 25°C at a shear rate of up to about  $0.05\text{ s}^{-1}$ .
15. The cleaning formulation defined in claim 1, wherein at least a 90% reduction in viscosity at 25°C at a shear rate of up to about  $0.03\text{ s}^{-1}$ .
16. The cleaning formulation defined in claim 1, wherein at least a 95% reduction in viscosity at 25°C at a shear rate of up to about  $0.10\text{ s}^{-1}$ .
17. The cleaning formulation defined in claim 1, wherein at least a 95% reduction in viscosity at 25°C at a shear rate of up to about  $0.05\text{ s}^{-1}$ .
18. The cleaning formulation defined in claim 1, wherein at least a 95% reduction in viscosity at 25°C at a shear rate of up to about  $0.03\text{ s}^{-1}$ .
19. The cleaning formulation defined in claim 2, wherein the urea-phosphate salt is a reaction product of urea and a phosphorus-containing acid.

20. The cleaning formulation defined in claim 19, wherein the phosphorus-containing acid comprises phosphoric acid and derivatives thereof.
21. The cleaning formulation defined in claim 19, wherein the phosphorus-containing acid comprises phosphonic acid and derivatives thereof.
22. The cleaning formulation defined in claim 19, wherein the ratio of urea to phosphorus-containing acid is in the range of from about 1:10 to 10:1.
23. The cleaning formulation defined in claim 2, wherein the urea-phosphate salt is present in an amount in the range of from about 0.5 to about 60 percent by weight.
24. A method for removing fouling materials from a surface comprising the step of application to the surface of a formulation comprising a cleaning agent, a particulate clay material and an aqueous carrier, the formulation having a pH less than about 4.0 and characterized by at least a 90% reduction in viscosity at 25°C at a shear rate of up to about  $0.10 \text{ s}^{-1}$ .
25. The method defined in claim 24, wherein the cleaning agent comprises a urea-phosphate salt.
26. The method defined in claim 24, wherein the particulate clay material comprises a bentonite clay.
27. The method defined in claim 24, wherein the particulate clay material comprises an alkali metal bentonite clay.
28. The method defined in claim 24, wherein the particulate clay material comprises a sodium bentonite clay.

29. The method defined in claim 24, wherein aqueous carrier comprises water.
30. The method defined in claim 24, wherein the pH is in the range of from about 0.5 to about 4.0.
31. The method defined in claim 24, wherein the pH is in the range of from about 0.5 to about 3.0.
32. The method defined in claim 24, wherein the pH is in the range of from about 0.5 to about 1.5.
33. The method defined in claim 24, wherein the particulate clay material is present in an amount in the range of up to about 10 percent by weight.
34. The method defined in claim 24, wherein the particulate clay material is present in an amount in the range of from about 0.5 to about 10 percent by weight.
35. The method defined in claim 24, wherein the particulate clay material is present in an amount in the range of from about 0.5 to about 5.0 percent by weight.
36. The method defined in claim 24, wherein the particulate clay material is present in an amount in the range of from about 0.3 to about 3.0 percent by weight.
37. The method defined in claim 24, wherein at least a 90% reduction in viscosity at 25°C at a shear rate of up to about 0.05 s<sup>-1</sup>.
38. The method defined in claim 24, wherein at least a 90% reduction in viscosity at 25°C at a shear rate of up to about 0.03 s<sup>-1</sup>.

39. The method defined in claim 24, wherein at least a 95% reduction in viscosity at 25°C at a shear rate of up to about 0.10 s<sup>-1</sup>.
40. The method defined in claim 24, wherein at least a 95% reduction in viscosity at 25°C at a shear rate of up to about 0.05 s<sup>-1</sup>.
41. The method defined in claim 24, wherein at least a 95% reduction in viscosity at 25°C at a shear rate of up to about 0.03 s<sup>-1</sup>.
42. The method defined in claim 25, wherein the urea-phosphate salt is a reaction product of urea and a phosphorus-containing acid.
43. The method defined in claim 42, wherein the phosphorus-containing acid comprises phosphoric acid and derivatives thereof.
44. The method defined in claim 42, wherein the phosphorus-containing acid comprises phosphonic acid and derivatives thereof.
45. The method defined in claim 42, wherein the ratio of urea to phosphorus-containing acid is in the range of from about 1:10 to 10:1.
46. The method defined in claim 42, wherein the urea-phosphate salt is present in an amount in the range of from about 0.5 to about 60 percent by weight.